

IMPLEMENTATION GUIDE

Go Sun Smart

*Using an Evidence-Based Program to develop
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence-based Programs to Fit Your Needs” and the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at
http://cancercontrol.cancer.gov/use_what_works/start.htm.

To receive training on “Using What Works,” contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

I. Program Administration (Type of Staffing and Functions Needed)

Staff Name: Manager of Ski Area

Staff Name: HR/Risk Management Staff

II. Program Delivery

For additional information on modifying program materials, refer to Module 4, Handouts #2 and #6 in “Using What Works”: Adaptation Guidelines and Case Study Application.

A. Program Materials (A preview of selected materials is provided on the RTIPs website. Complete materials can be obtained from the developer):

- **Guidebook:** Explains how to implement Go Sun Smart
- **General Employee Training:** PowerPoint presentation and script for all employees at ski areas
- **Ski School Training:** PowerPoint presentation and script specifically designed for ski and snowboard instructors
- **Ski Patrol Training:** PowerPoint presentation and script specifically designed for ski patrollers

Campaign Materials:

- Horror Poster – For indoor guest and employee areas (18”x24”)
- Raccoon Poster – For indoor guest and employee areas (18”x24”)
- Mountain Essentials Poster – For indoor ski patrol and other employee areas (18”x24”)
- Nirvana Poster – For indoor guest and employee areas (18”x24”)
- Exposure Statistics Poster – For indoor employee areas (9”x22”)
- Skin Cancer Statistics Poster (U.S.A. specific) – For indoor employee areas (9”x22”)

- Skin Cancer Statistics Poster (Canada specific) – For indoor employee areas (9”x22”)
- Portable Protection Poster – For indoor guest and employee areas (11”x17”)
- Don’t Fry, Reapply Poster – For indoor guest and employee areas (11”x17”)
- Red Base Stake Sign – For outdoor guest and employee areas (18”x24”)
- Blue Base Stake Sign – For outdoor guest and employee areas (18”x24”)
- High UV Day Magnetic Lift Pole Sign – For lift poles (24”x36”)
- Ruin Your Day Magnetic Lift Pole Sign – For lift poles (24”x36”)
- Employee Sun Safety Brochure – For employees (tri-fold)
- Guest Sun Safety Brochure – For guests (tri-fold)
- Go Sun Smart Logo Magnets – For employee areas (2.5”x4”)
- Go Sun Smart Logo Static Cling – For windows in guest and employee areas (5”x8”)
- Add It Up Static Cling – For windows in guest and employee areas (5”x8”)
- Reapply Sunscreen Poster – For indoor guest and employee areas (18”x24”)
- Hot Spots Poster – For indoor guest and employee areas (18”x24”)
- Check Your Skin Poster – For indoor employee areas (18”x24”)
- Hat Scale Poster – For indoor employee areas (17”x11”)

Newsletters:

- Protective Clothing Newsletter
- Early Detection Newsletter
- Shade Newsletter
- Vitamin D Newsletter

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: Set goal of using GSS

Step 2: Obtain GSS materials from Klein Buendel, Inc.

Step 3: Follow Guidebook instructions for implementation of program.

III. Program Evaluation

For additional information on planning and adapting an evaluation, refer to Handouts #2-8 in Module 5 of “Using What Works.”

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.